

Message Text

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SUBJECT: Y 1975 CCP - YEAR END PROGRESS REPORT

REF: STATE 167622 AND 182656

SUMMARY. ALL ACTIONS PCOGRAMMED FOR FY 75 COMPLETED. PRINCIPAL EXPORT PROMOTION EVENT WAS HIGHLY SUCCESSFUL PROCESS CONTROLS SOLO WHICH WAS FIRST U.S. GOVERNMENT SPONSORED EXHIBITION IN PHILIPPINES. OTHER EVENTS INCLUDED THREE EXTREMELY WELL ATTENDED CATALOG SHOWS, ONE TECHNICAL SEMINAR AND ONE IOGA TRADE MISSION. MARKET RESEARCH RECEIVED GREATER EMPHASIS WITH ONE CONTRACT STUDY AND EIGHT IN-HOUSE REPORTS. U.S. BUSINESS CENTER INAUGURATED AND READY AS SITE FOR FUTURE PROMITIONAL EVENTS. CONTINUED BILATERAL DISCUSSIONS ON POST LAUREL-LANGLEY ISSUES AND OTHER PROBLEMS ARE MAJOR ACTIVITIES CARRIED FORWARD. END SUMMARY

1. EXPORT PROMOTION PROGRAM - THE PROCESS CONTROLS SOLO EXHIBITION IN APRIL WAS A RESOUNDING SUCCESS WITH AN EXCEPTIONALLY LARGE, HIGH CALIBER VISITOR TURNOUT. REGISTERED VISITORS TO THE EXHIBITION NUMBERED OVER 3,000 AND FIRST YEAR SALES WERE PROJECTED AT \$5.4 MILLION. IT IS APPARENT THAT A U.S. GOVERNMENT SPONSORED EXHIBITION IN THE PHILIPPINES WAS LONG OVERDUE, AND THAT THE SUCCESS OF THIS SHOW SHOULD BE FOLLOWED SOON BY OTHER EXHIBITIONS. WE ALSO HAD ONE SUCCESSFUL TECHNICAL SEMINAR AND THREE

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CATALOG SHOWS; THESE SHOWS ARE GENERATED A CONSIDERABLE

DEGREE OF LOCAL INTEREST. THE FEBRUARY 1975 METALWORKING EQUIPMENT SHOW AS THE LARGEST COMMERCE-SPONSORED CATALOG SHOW IN THE WORLD FOR FY 75; THE SHOW PRODUCED OVER 10,000 EXPRESSIONS OF INTEREST IN U.S. PRODUCTS.

2. IN LATE MARCH, CONSIDERABLE TIME WAS DEVOTED TO THE ARRANGEMENT OF APPOINTMENTS AND ASSISTANCE TO THE PACIFIC NORTHWEST FOREST PRODUCT MACHINERY TRADE MISSION (IOGA). THIS MISSION ACHIEVED THE BEST RECORD ON SALES IN THE PHILIPPINES OF THE SOUTHEAST ASIAN MARKETS VISITED, WITH FIRST YEAR PROJECTIONS AT \$1.01 MILLION.

3. MAJOR PROJECTS - EMBASSY PREPARED COMPREHENSIVE ROUND-UP OF MAJOR PROJECTS EARLY IN YEAR AND FOLLOWED-UP WITH INDIVIDUAL REPORTS. PRINCIPAL ACTIVITY CENTERED ON THE FINANCING ASPECTS OF THE PHILIPPINE GOVERNMENT'S NUCLEAR ENERGY PROJECT REQUIREMENT, MILITARY PROCUREMENT, AND THE OPPORTUNITIES FOR U.S. CONSULTANTS TO WORK ON THE PLANNING AND IMPLEMENTATION OF THE UNIVERSITY OF THE PHILIPPINE MEDICAL CENTER, A PROJECT WITH AN ESTIMATED EXPENDITURE OF \$225 MILLION. THE CONSULTING CONTRACT FOR THE UP MEDICAL CENTER WAS WON BY AN AMERICAN FIRM IN JUNE 1975.

4. ESTABLISHMENT OF U.S. BUSINESS CENTER - THE RELOCATION OF THE COMMERCIAL LIBRARY, AND THE CONSTRUCTION AND FURNISHING OF THE U.S. BUSINESS CENTER COMPLEX WERE COMPLETED IN APRIL 1975, AND THE CENTER WAS INAUGURATED AT THE TIME OF THE PROCESS CONTROLS EXHIBIT. THE BUSINESS CENTER PROMOTES "ONE STOP SHOPPING SERVICE" FOR PEOPLE SEEKING INFORMATION, APPOINTMENTS AND OTHER MEANS OF SUPPORT IN EFFORTS TO PENETRATE THE LOCAL MARKET OR PURCHASE FROM THE U.S. THE CENTER HAS THE CAPABILITY OF PROVIDING FULL LOGISTICAL SUPPORT FOR ALL TYPES OF TRADE PROMOTION EVENTS.

5. BILATERAL DISCUSSIONS ON POST LAUREL-LANGLEY ISSUES ARE EXPECTED TO CONTINUE IN FY 1976.

6. PRINCIPAL FORMAL AND WORKING CONTACTS WITH THE U.S. BUSINESS COMMUNITY CONTINUED TO BE MAINTAINED AND DEVELOPED
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THROUGH THE AMERICAN CHAMBER OF COMMERCE OF THE PHILIPPINES, PRINCIPALLY THROUGH REGULAR MEETINGS OF THE BOARD AND IN SPECIAL SESSIONS OF AD HOC COMMITTEE. A GENERAL MEETING WITH THE U.S. BUSINESS COMMUNITY WAS HELD AT THE EMBASSY DURING THE THIRD QUARTER OF THE YEAR AND CHAIRED BY THE ECONOMIC/COMMERCIAL COUNSELOR. THE AMBASSADOR BRIEFED THE GROUP AND ANSWERED QUESTIONS.

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